

LONG BEACH BUSINESS EXPANSION AND RETENTION NETWORK



The City's Community Development Department established the Long Beach Business Expansion and Retention Network to enhance the vitality of small businesses.

This collaborative network of business-focused stakeholders will concentrate on enhancing the City's small business expansion and retention efforts among firms with less than 100 employees. These businesses employ half of the City's workforce. The result will be stronger businesses, creating greater employment and career opportunities.

- To accomplish these expansion and retention goals, Long Beach-based storefront businesses will be asked to participate in the **2006 Business Retention Survey distributed** May 2006. The brief questionnaire will be used to help Network partners identify and respond to the needs of businesses.
- Through common outreach materials, Network partners aim to make it easier for businesses to learn about and utilize local resources, such as access to capital; business development workshops; one-on-one consulting; and recruitment and hiring assistance.

This project was driven in part by data, which suggests:

- 60 percent to 80 percent of job growth in a community comes from business expansion¹.
- Business retention costs communities significantly less than business attraction¹. For example: Retention and expansion activities - per job -, average \$2,000, while business attraction activities generate one job for between \$5,000-\$50,000 in expenditures and tax incentives.

The Network, made possible by a Rapid Response grant from the State of California Employment Development Department, consists of the City's Workforce and Economic Development Bureaus, the Long Beach Area Chamber of Commerce, Long Beach City College's Small Business Development Center, the Library's BizConnect Business Center, Employment Development Department Long Beach, and other key business development stakeholders.

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¹City of Long Beach Jobs and Business Strategy, 2005

